



MEMBER STORIES

HANNE SPERRY- COMMERCIAL MANAGER

DAY TO DAY LIFE

I spend my days fully immersed in the hospitality sector, speaking and meeting with a whole range of businesses who service this dynamic industry. My key responsibilities are to generate revenue for our flagship exhibition by creating and selling bespoke, tailor-made packages to meeting complex and individual objectives. Every day I initiate and develop relationships with new and exciting clients to find out their business plans, hopes and dreams and how we, as a trade show organiser, can help them achieve these goals.



HOW WOULD YOU DESCRIBE YOURSELF?

Fun, determined, resilient, self-motivated and a passionate 'people person'. I try to have a positive approach to everything I do. After working in sales for over 12 years, I see obstacles and rejection as a challenge to get my teeth into rather than a setback. I have a lot of energy and drive, which I am always trying to translate into my work.



WHAT DID YOU WANT TO DO WHEN YOU WERE GROWING UP?

I wanted to be a singer, a dancer or an actor. Fact of the matter is I'm terrible at all three!

WHAT DO YOU DO OUTSIDE OF WORK?

I grew up in a pub and was around different people from all walks of life. I landed my first sales job after I took a year out to travel the world. It was my first "proper job" and at 19 years old, I had a company car, laptop and mobile phone, I couldn't believe my luck! I thought it was all a fluke but thankfully, my abilities to listen and talk to everyone has managed to get me where I am today - I love it!

WHAT DO YOU DO TO RELAX?

I'm a serious foodie, which helps when I work in an industry which is all about food! I love to cook and I love to eat. I spend a lot (probably too much) of my time discovering new places, eating different cuisines and then trying to recreate them in my kitchen at home. I also love music and travel far and wide for that too!

FIVE WORDS AS TO WHY YOU LOVE THE INDUSTRY

Watch ideas come to life.